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[1]1080p playback requires HDMI connector and compatible HDTV with 1080p display capability, and 24p True Cinema requires 24p-capable HDTV. [2]While supplies last. By mail. Valid in U.S. only until 12/31/07. [3]MB means one million bytes. GB means one billion bytes. Available storage capacity may vary and a portion of the memory is used for data management functions. [4]Picture is slightly over-scanned to prevent video source artifacts at screen edges. [5]Offer available now through 12/31/07. Models that apply: KDL-40S3000, KDL-40V2500, KDL-40V3000, KDL-40W3000, KDL-40XBR4, KDL-40XBR5. [6]Adapter sold separately for non-Bluetooth devices. [7]Calculated on 4 minutes per song @ 48kbps in the MP3 format, not including videos or photos. Other playable audio file format song numbers and times may differ from MP3 format. [8]Unlocked for use on GSM/GPRS/EDGE 850/900/1800/1900 networks. [9]Based on average un-illustrated eBook file size of 800 kilobytes. Actual file sizes vary by electronic book title. Requires Internet connection (broadband recommended). Internet service may require a fee. [10]TERMS OF CREDIT FOR 100 CONNECT eBOOKS CLASSICS TITLES ("Credit"): Available only to customers who purchase a Reader between 8/4/07 and 1/31/08, register for a CONNECT eBooks account ("Account") and authorize their Reader by 09/30/07. Must spend entire Credit by xxxx. Must be U.S. resident, 13 yrs. or older, with a valid U.S. credit card. Credit only good for CONNECT eBooks Classics titles published by Sony CONNECT (Credit not good for any other title at CONNECT eBooks). Credit will be applied to your Account upon authorization of Reader. Limit 1 Credit per Reader device. Go to ebooks.connect.com/cardterms for full terms and system requirements. [11]Requires Internet connection (broadband recommended). Internet service may require a fee. [12]Must purchase by 11/10/07. See sony.com/myito for full details.

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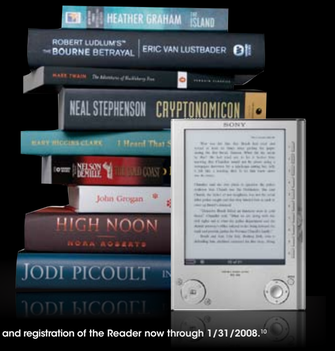

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